

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
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january							march						
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february							april						
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8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 25, 1955</u>			
Friday March 25 2:00 P.M.	PREVIEWS OF NEW JANET LEIGH LINE Special press previews at 2:00 and 4:00 P.M. By invitation only. Publicity: Gerry Gottlieb, LO. 3-5372.	NATLYNN JRS.	1400 BROADWAY SHOWROOM - 9TH FLOOR
Friday March 25 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS March 25: G. Howard Hodge. April 1: Aranka. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
<u>WEEK BEGINNING MONDAY, MARCH 28, 1955</u>			
Monday March 28 1:00 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Presentation of Spring ready-to-wear Sophie Originals, designed by Sophie in collaboration with Stephen Erklin, in Hotel Ambassador's series of monthly fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Sophie Publicity: Grace de Mun, RE. 7-4206. Produced by Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL AMBASSADOR BALLROOM
Monday March 28 5:00 P.M.- 9:00 P.M.	BENEFIT FAIR FOR WOMEN'S GROUP "City Fair With a Country Air"--sponsored by N.Y. Chapter of American Women in Radio and TV. Food and fashion sales, handwriting experts. Price: 50¢. Contact: Lee Kates, LO. 4-4925; or Jean Krcik, MU. 8-9480.	AMERICAN WOMEN IN RADIO & TELEVISION	HOTEL LEXINGTON EMPIRE ROOM
Monday March 28 8:30 P.M.	THIRD ANNUAL FAIR AND AUCTION Fine art and decorative objects, from antiques to the latest models, contributed to the auction by leading galleries, artists, collectors. Tickets: \$5.00. Fair in Sculpture Court on March 29 and 30. Publicity: Mrs. Gertrude McAllister, NE. 8-5000.	THE BROOKLYN MUSEUM (EASTERN PARKWAY)	LECTURE HALL
Tuesday March 29 12:30 P.M. Luncheon	BRANELL FASHIONS AT LUNCHEON SHOW Spring and Summer dresses by Branell during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Branell Publicity: Mildred Kaldor, MU. 9-5420. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 29 12:30 P.M. Luncheon	BENEFIT SHOWING OF SPRING FASHIONS Fashion show by Altman's, in cooperation with "Holiday Magazine", for benefit of East Side Settlement House. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 29 5:00 P.M.- 8:00 P.M.	PAINTINGS FOR GOURMETS-- PREVIEW OF EXHIBIT Paintings of edible vegetables and fruits by Lester Gaba. Open to public, March 30 - April 16. Contact: James Anderson, TE. 8-9036.	LESTER GABA	KARNIG GALLERIES 19½ EAST 62ND STREET
Beginning Tuesday March 29	COMPLETE DISPLAY OF FALL CORDUROY "Fashion With Function"--an extensive display of corduroy fashions for men, women, children and home furnishings. By invitation only. Contact: Clare Elliott Nelson, EL. 5-7850.	CORDUROY COUNCIL OF AMERICA	15 EAST 53RD STREET SHOWROOM - 5TH FLOOR
Wednesday March 30 12:30 P.M. Luncheon	BOUTIQUE FASHIONS DURING LUNCHEON Zita will present her Spring and Summer boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: Ellen Schair, RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 30 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Spring and Summer fur fashions by Aronowicz at a luncheon show. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 30 5:00 P.M. Cocktails	BOYS' OUTERWEAR IN ST. MARYS "LAMBUDDY" Premiere of boys' outerwear, from toddlers to size 14, in St. Marys "Lambuddy" woolen fabric. By invitation. Contact: Irving Fielden, GR. 3-5230.	L. ABELSON & SON, INC. (115 FIFTH AVENUE)	TOOTS SHOR 51 WEST 51ST STREET
Wednesday March 30	BOOK ON RETAIL STORES BY TOM MAHONEY New book about 20 famous retail operations and the people who made them great. Included are--R.H. Macy; Filene's; F. & R. Lazarus, J.L. Hudson; Marshall Field; Sears, Roebuck; Hudson's Bay; J.C. Penney; The Great A&P; Lane Bryant; Ohrbach's, Inc; Rich's; Neiman-Marcus; Bullock's-I. Magnin; Singer Sewing Machine; Brentano's; Brooks Brothers; Tiffany's; Webb's City; L.L.Bean, Inc. Price: \$3.95. Contact: Ramona Herdman at Harper & Brothers, 49 E. 33rd St., MU. 3-1900.	"THE GREAT MERCHANTS"	PUBLISHED BY HARPER & BROTHERS
Thursday March 31 1:00 P.M. Luncheon	SUEDES & LEATHERS AT LUNCHEON SHOW Samuel Robert will present fashions of suede and leather, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Samuel Robert Publ.: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SAMUEL ROBERT, INC.	HOTEL PLAZA PERSIAN ROOM
Thursday March 31 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORTED HATS Macy's will preview imported hats from Italy, France and Switzerland. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	2ND FLOOR MRS. ROSENBERG OFFICE
April 3	PALM SUNDAY -- Beginning of Holy Week.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 5 10:30 A.M. Coffee	PRESS PREVIEW OF IMPORTED FURS Gunther Jaeckel will invite the press to preview their fur imports, high-lighting small pieces. By invitation. Publ: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	2ND FLOOR FUR SALON
Tuesday April 5 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Mme. Aranka Gyorky will present Spring and early Summer fashions at luncheon. (<u>Note Change of Date</u>). Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aranka contact: PL. 8-2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MME. ARANKA GYORKY (15 EAST 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
April 7	PASSOVER - First Day (Thursday) -- (April 7 - 14).		

EASTER ACTIVITIES IN NEW YORK CITY

Saturday April 9 2:00 P.M.	NINTH ANNUAL EASTER EGG-ROLLING CONTEST Arnold Constable will present their ninth annual Easter egg-rolling contest, in cooperation with the Department of Parks. For children, 5 through 13 years of age. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	CENTRAL PARK GREAT LAWN (80 ST.)
Sunday April 10 12:00 Noon And 2:30 P.M.	ANNUAL EASTER SUNDAY "BRACER BREAKFAST" Door prizes will include hats, jewelry, bags at Easter Sunday breakfast. Also, entertainment by Fred Astaire dancing studio. Price: \$4.00. For reservations, contact: Alfred, EL. 5-5000. Publ: Olive Prill, EL. 5-5000.	HOTEL MADISON (15 EAST 58TH ST.)	CAFE MADISON & MAIN DINING ROOM
Sunday April 10 12:30 P.M. Luncheon	MILLINERY SHOWING & DESIGNER FASHIONS Annual Easter Sunday fashion show of hats by John Frederics. In addition, fashions by leading national and international designers, many flown here especially for this occasion. A panel of celebrities -- Bob Considine, William Pahlmann, Ed Fitzgerald, S. Edmund Oppenheim -- will judge hats of women in the audience. Reservations: \$6.50; contact: "Beverly", TE. 8-8000. John Frederics Publ: June Johnson, WY. 1-6900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	JOHN FREDERICS, INC.; LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Sunday April 10 1:00 P.M. Luncheon	EASTER LUNCHEON AND FASHION SHOW "Let Your Heart Go To Your Head"--a showing of Easter fashions sponsored by the International Silk Association and leading American designers. Entertainment by Victor Borge. Fashions will be televised by Tex and Jinx. Fashion Director: Eleanor Lambert, MU. 8-2130. Price: \$15.00, for benefit of 1955 Heart Campaign. Contact: N.Y. Heart Fund, 485 Fifth Ave., MU. 7-1600.	N.Y. HEART ASS'N - WOMEN'S DIVISION	WALDORF-ASTORIA BALLROOM
Sunday April 10 1:00 P.M. Luncheon	SPRING FASHIONS AT EASTER LUNCHEON Russeks will present Spring and Summer fashions at a special Easter luncheon in association with Evyan Parfum. Luncheon price: \$6.00, contact: EL. 5-2600, Ext. 252. Commentator and publicity: Florence Lord of Russeks, WI. 7-1900.	RUSSEKS FIFTH AVENUE; EVYAN PARFUM	SAVOY PLAZA HOTEL SAVOY - CAFE LOUNGE

(Continued on next page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK CITY (Continued)

Sunday April 10 1:00 P.M. Luncheon	CHILDREN'S FASHIONS AT EASTER LUNCHEON Fourth annual Easter Sunday luncheon and fashion show for benefit of Sister Kenny Polio Fund. Showing of fashions by leading designers, featuring a presentation of children's fashions. Price: \$12.50. Contact: Martha Palmer, at Foundation, 500 Fifth Ave., OX. 5-5262.	BENEFIT OF SISTER KENNY FOUNDATION	HOTEL PIERRE BALLROOM
Sunday April 10 1:00 P.M. Luncheon	HAT FASHION SHOW AT EASTER LUNCHEON Showing of millinery fashions by Mr. John P. John at an Easter luncheon. Reservations: \$8.00. Contact: PL. 5-1000. Mr. John Publicity: Mary-Jean Mairs, MU. 8-4906. Produced by Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	HOTEL AMBASSADOR
Sunday April 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT BENEFIT LUNCHEON Showing of hats by Irene of New York at a special Easter luncheon for benefit of Judson Health Center. Price: \$8.00; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	IRENE OF NEW YORK	HOTEL PLAZA RENDEZ-VOUS ROOM
Sunday April 10 1:00 P.M. Luncheon; 5:00 P.M.	TWO EASTER SUNDAY FASHION SHOWS Fashions in setting of a Dutch tulip garden, with tulips flown here by KLM Royal Dutch Airlines. Guest of honor: Hildegard Neff, co-star of "Silk Stockings". Staged by Claire Wilson, PL. 9-3636. Contact: MU. 3-4000.	FOR BENEFIT OF DAMON RUNYON CANCER FUND	HOTEL VANDERBILT DELLA ROBBIA ROOM
Sunday April 10 4:00 P.M.- 7:00 P.M. Champagne	PARADE OF "DOGS & DOLLS" Champagne party for benefit of animal adoption service of A.S.P.C.A., with a parade of adopted dogs--accessorized by Gimbels. Commentator: Nancy Craig. Price: \$5.00. Contact: Mrs. George F. Elliott, PL. 5-1650.	FOR BENEFIT OF A.S.P.C.A.	SAVOY PLAZA HOTEL CRYSTAL SUITE
Sunday April 10 4:00 P.M.- 8:00 P.M. Tea Dance	BENEFIT FOR CITY CENTER ART GALLERY Easter Sunday Tea-Dance, with proceeds for the City Center Gallery, M.C.'s: Walter Kronkite and Jessie Royce Landis. Entertainment by Hermione Gingold, Elaine Stritch, Julie Wilson. Tickets: \$8.50; contact: Mrs. Morton Banks, 200 E. 66th St., TE. 8-1513.	CITY CENTER OF MUSIC AND DRAMA	HOTEL AMBASSADOR BALLROOM
Tuesday April 12 2:00 P.M.- 5:00 P.M.	PREVIEW: TEXTILES & JEWELRY FROM INDIA Organized under the Museum's International Program for cultural exchange among nations, "Textiles and Jewelry from India" will feature historical textiles of several centuries, as well as outstanding modern fabrics chosen for brilliance of coloring, perfection of craftsmanship and modern design. Many of the fabrics will be draped and accessorized. Open to public, April 13 to June 5. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR
Tuesday April 12 2:30 P.M.	"KAY JR." SPRING & SUMMER FASHIONS Russeks will present Spring and Summer fashions by Kay Jr., (division of Kay Windsor). Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR

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Wednesday April 13 10:00 A.M. Breakfast	PREVIEW: FALL SWEATERS FROM ISRAEL Press preview of Fall sweaters in fine merino wool imported from Israel. By invitation. Publicity: Betty Impellitteri Associates, PL. 3-1170.	ALD, INC.	HOTEL PLAZA WHITE & GOLD ROOM
Wednesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 13 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Merchants in 25 categories of retailing will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner for the 1954 Brand Name Retailer-of-the-Year Awards. Price: \$20.00. Contact: George Hallock or Nathan Keats at the Foundation, PL. 9-8425.	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 14 1:00 P.M. Luncheon	MOLLIE PARNIS FASHIONS AT LUNCHEON SHOW Showing of Summer fashions by Mollie Parnis, available at Altman's. Press by invitation. Public by reservation; contact: PL. 9-3000. Altman Publicity: Eleanor Horton, MU. 9-7000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	B. ALTMAN & CO.	HOTEL PLAZA
Friday April 15 2:30 P.M. & 8:30 P.M.	PREMIERE: CUSTOM- ORDER COLLECTION Robert Martin Tuttle will present his first collection of afternoon, cocktail and evening gowns. Contact (after 2:30 P.M.): EN. 2-1573.	ROBERT MARTIN TUTTLE	CARL FISCHER HALL SKY ROOM
Friday April 15 9:00 P.M. Dinner; Dance	FOURTH ANNUAL "APRIL IN PARIS" BALL Fourth annual "April in Paris" Ball, a gala dinner-dance for benefit of the American French Foundation and the French Hospital of N.Y., with fashions by -- Balenciaga, Balmain, Castillo of Lanvin, Desses, Dior, Fath, Givenchy, Gres. Jewels--Cartier. Furs--Maison Leon. Chairman: Mrs. Dwight D. Eisenhower. Guests of Honor: Ambassador and Mme. Couve de Murville. Reservations--\$75.00; contact: Miss Lisette Nigot, "April in Paris" Ball, 301 Park Ave., EL. 5-5725.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
April 18- April 21	NATIONAL PACKAGING EXPOSITION. Contact: American Management Ass'n, 330 W. 42nd St., JU. 6-8100.		
Monday April 18- April 24	INTERNATIONAL FOOD SHOW -- 1955 Food delicacies and beverages from all over the world, with extensive exhibits by U.S. manufacturers of "nationality" type foods. Special features -- model gas and electric kitchens, with daily programs showing preparation of special foods; International Beer Garden; Japanese cherry blossom garden; India's Taj Mahal. (April 18--10:00-7:00, April 19- April 22--11:00-1:00, trade only, by invitation). Public showings: April 19-April 23--2:00-10:00; April 23--11:00-10:00; April 24--2:00-10:00. Admission \$1.00. Contact: P. Gordon Saville, 7 Park Avenue, MU. 6-7431.	IMPORTED FOOD PROMOTIONS, INC.	KINGSBRIDGE ARMORY JEROME AVE. - 195 ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 18 1:00 P.M. Luncheon	KNIT FASHIONS AT LUNCHEON SHOW "The Traveler"--showing of knit fashions for travel wardrobe by Speed-O-Knit Machines, division of A.C. Weber & Co., Chicago. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Speed-O-Knit Publicity: Robert Taplinger Assoc., PL. 7-8040. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	SPEED-O-KNIT MACHINES (A.C. WEBER)	HOTEL PLAZA PERSIAN ROOM
Tuesday April 19 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Tickets: \$100.00. Contact: Irving Silverman at Esquire, PL. 9-3232.	ESQUIRE MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 19 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON "The Schiaparelli Salute Luncheon"--sponsored by Elsa Schiaparelli, featuring Spring and Summer fashions from her collections. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Schiaparelli Publicity: Saul Krieg Assoc., PL. 3-1543. Hospital Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
Tuesday April 19 2:30 P.M.	SUMMER FASHIONS BY JERRY GILDEN Presentation of Jerry Gilden's Summer fashions by Russeks. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Tuesday April 19 4:00 P.M.- 7:00 P.M. Cocktails	HOME FURNISHINGS & ACCESSORIES PREVIEW Showing of 10-room duplex apartment in a decor designed by Jane Ashley, A.I.D., and her Associated Interior Decorators; and Mildred Irby, A.I.D. By invitation only. Contact: Carolyn Martin, AL. 4-6969.	HOUSE OF TIME	471 PARK AVENUE 7TH FLOOR
Wednesday April 20 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING The Fashion Group will have their Fabrics Luncheon Meeting. Co-chairmen: Margaret Ingersoll and Vesta Shaffer. (Prices and more details later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
Wednesday April 20 12:30 P.M. Luncheon	GOThÉ FASHIONS AT LUNCHEON SHOW Showing of Summer fashions by Gothé. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gothé Publicity: Nona James, CH. 4-7658. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DAVID E. GOTTLIEB, INC. (530 SEVENTH AVENUE)	WALDORF-ASTORIA EMPIRE ROOM
Thursday April 21 1:00 P.M. Luncheon	DESIGNER FASHIONS IN GALEY & LORD COTTONS De Pinna will present fashions by leading designers in Galey & Lord cottons. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 27 12:30 P.M. Luncheon	CUSTOM FASHIONS AT LUNCHEON SHOW Showing of custom-order and ready-to-wear fashions for Summer by Charles Gelatt. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Publicity: Russell O'Neil, TE. 8-2975. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	CHARLES GELATT (27 EAST 62ND ST.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 27 6:00 P.M.- 8:00 P.M. Reception	COTTON FASHION AWARD IN WASHINGTON, D.C. Third annual Cotton Fashion Award will be presented in Washington, D.C. at the Congressional Reception of the National Cotton Council. Sponsored by Dan River Mills, Galey & Lord, Herbert Meyer, Skillmill, Inc. (Hope Skillman), M. & W. Thomas. Also, Members of Guild of Independent Cotton Converters: Arthur Beir Co., Dumari Textile Co., Everfast Fabrics, Inc., Fisba Fabrics, Inc., N. Fluegelman & Co., Peter Pan Fabrics, Stern & Gutman, Stoffel & Co. A jury of twelve from retailing and the press will select designer who will receive the award. Fashion show at 7:00 P.M. of Summer cottons by leading American designers and this year's winner. By invitation only. Publicity: Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	LEADERS IN COTTON TEXTILE FIELD	MAYFLOWER HOTEL WASHINGTON, D.C.
Thursday April 28 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING The Fashion Group will have their Cosmetics Division luncheon. Co-Chairmen: Leslie Munro and Ruth Boyle. (Prices will be announced later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
Thursday April 28 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Ohrbach's will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Ohrbach Publicity: Mark Klauser, OX. 5-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
Saturday April 30- May 15	SEMI-ANNUAL COSTUME JEWELRY SHOW Fifth Costume Jewelry Show, for wholesalers only. Contact: LO. 4-0576.	COSTUME JEWELRY MFRS. ASS'N	HOTEL MARTINIQUE
May 1- May 7	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Monday May 2- May 4 10:30 A.M.; 3:00 P.M.	PREVIEW OF "FOOTWEAR FOR MODERN LIVING" Oomphies will preview their collection of back-to-school and pre-holiday "footwear for modern living" on May 2, 3, 4 at 10:30 and 3:00. By invitation only. Contact: Pat Kannon, LO. 4-9495.	OOMPHIES, INC.	350 FIFTH AVENUE SUITE 7720

Beginning Monday May 2	COUTURE OPENINGS IN CALIFORNIA Fall custom wholesale collections in Los Angeles. Designers include: Monday, May 2: Earl Luick, Marusia, Howard Greer, Cahill, Irene. Tuesday, May 3: John Carter, Ernest Newman, Athena, Jean Louis-Samek. Monday, May 9: Edith Small. Contact individual manufacturers.	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday May 8	MOTHER'S DAY. Theme: "Remember Mother, She Never Forgets." Contact: Arthur Freeman, 430 Park Avenue, PL. 1-3500.		
May 8- May 11	SHOE SHOW IN ATLANTA BY SOUTHEASTERN SHOE TRAVELERS ASSOCIATION. Contact: Shoe Ass'n., 1108 Mortgage Guaranty Bldg., Atlanta 3, Ga.		
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
Wednesday May 11 12:00 Noon Luncheon	CHILDREN'S FASHION & HOME FURNISHINGS SHOW First presentation by The Fashion Group of children's fashions in home furnishings and ready-to-wear. (More details later). Chairmen--Home Furnishings: Margaret Hockaday and Jane Scriven; Children's: Nancy White. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR BALLROOM
May 14- May 21	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Betty Fryman, 220 Fifth Avenue, LE. 2-3960.		
Tuesday May 17 4:00 P.M.- 6:00 P.M.	PREVIEW OF FALL SEPARATES COLLECTION Cocktail preview for press and resident buyers of Haymaker separates, blouses and skirts. By invitation. Publ: Terry Mayer, BR. 9-6560.	HAYMAKER (498 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
May 30	MEMORIAL DAY--Legal Holiday (Monday).		
Sunday June 5- June 8	FALL MARKET WEEK IN CALIFORNIA Contact: Marjorie Carne, 740 South Broadway, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS, INC.	HOTEL AMBASSADOR LOS ANGELES, CALIF.

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.
(Formerly THE SPORTSWEAR GUILD)

Beginning	ADLER & ADLER, INC.	550 Seventh Avenue.	BR. 9-9600
Monday	DAVIDOW	550 Seventh Avenue.	PE. 6-6909
June 6	DAVID M. GOODSTEIN, INC.	498 Seventh Avenue.	LA. 4-2577
	KANE-WEILL	498 Seventh Avenue.	LO. 5-3041
	ZOLTAN ROSENBERG CO.	550 Seventh Avenue.	LA. 4-6691
	SPORT-CRAFT, INC.	550 Seventh Avenue.	LA. 4-9724
	STAR-MAID DRESSES	498 Seventh Avenue.	PE. 6-0444
Contact individual manufacturers.			

	OPENING OF FALL DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
Beginning Monday June 6	The following members of the FOGA will open their Fall collections:		
	LARRY ALDRICH CO., INC.	JACK HORWITZ ASSOCIATES	MARTIN SIMON, INC.
	BEN BARRACK, INC.	INTERNATIONAL DRESS CO.	HERBERT SONDHEIM
	HARVEY BERIN LTD.	NAT KAPLAN, INC.	FRANK STARR, INC.
	WILLIAM FOX, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	ED GERRICK, INC.	PAUL PARNES CORP.	HANNAH TROY, INC.
	A. GOODMAN & CO.	BEN REIG, INC.	SAMUEL WINSTON, INC.
	GRABOIS	RUDOLF GOWNS	
	Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.		

MOVIES...MUSIC...THEATRE...OPERA

- Monday
March 28
8:30 P.M. PREMIERE: "TO PARIS WITH LOVE (Movie) FINE ARTS THEATRE, 130 E. 58TH ST.
J. Arthur Rank Technicolor production, released by Continental Distribu-
ting, starring Alex Guinness with Odile Versois, Vernon Gray. Producer:
Antony Darnborough. Director: Robert Hamer. Costumes: Yvonne Caffin.
Benefit of Union Settlement. Tickets: \$10.00; contact: LE. 4-7900. Open
to public beginning Tues., March 29. Continental Publicity: Jeraldine
Cooper, PL. 7-2593.
- Wednesday
March 30 TWENTY-FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Wed., March 30: Gluck's ORFEO ED EURIDICE. Thurs., March 31: Massenet's
MANON. Fri., April 1: Mozart's DON GIOVANNI. Sat., Mat., April 2:
Ponchielli's LA GIOCONDA. Sat., Eve., April 2: Gala performance--Act I,
Puccini's MADAMA BUTTERFLY; Act III, Puccini's LA BOHEME; Act II, Johann
Strauss' FLEDERMAUS. Publicity: Francis Robinson, PE. 6-1200.
- Wednesday
March 30-
May 8 OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Premiere opening at 8:30 P.M. of the Ringling Bros. Barnum & Bailey Circus
for the benefit of the N.Y. Arthritis and Rheumatism Foundation. Tickets:
\$2.00-\$50.00; contact: Linton Snapp or Ruth Lovett, LE. 2-1742. There-
after: \$1.50-\$6.50. Publicity: Edward Knoblauch, CO. 5-7035.
- Thursday
March 31
8:30 P.M. PREMIERE: "A MAN CALLED PETER" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
20th Century-Fox CinemaScope, DeLuxe Color production of Catherine
Marshall's story of her pastor husband, starring Richard Todd and Jean
Peters. Producer: Sam Engel. Director Henry Koster. Costumes: Renie.
Premiere for benefit of Highland Fund of North America and Caledonia
Hospital of Brooklyn. Tickets: \$2.50 to \$100.00, contact: Dorothea
Morell, IN. 9-1000 or IN. 9-1259. Open to public beginning Friday,
April 1. 20th Century Publicity: Bob Fleisher, CO. 5-3320.
- Thursday
March 31 THIRD WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH ST.
Thurs., March 31: MERRY WIVES OF WINDSOR. Fri., April 1: LA TRAVIATA.
Sat., Mat., April 2: CINDERELLA. Sat., Eve., April 2: MADAMA BUTTERFLY.
Sun., Mat., April 3: RIGOLETTO. Sun., Eve., April 3: DER ROSENKAVALIER.
Tickets: \$1.50-\$3.00. Publicity: Miss Alix B. Williamson, CO. 5-1758.
- Wednesday
April 6 OPENING: "3 FOR TONIGHT" PLYMOUTH THEATRE, 236 WEST 45TH ST.
A Paul Gregory-Charles Laughton Production, starring Marge and Gower
Champion, Harry Belafonte, choral group of Walter Schumann with Hiram
Sherman, Betty Benson. Staged and directed by Gower Champion. Lyrics:
Robert Wells. Music: Walter Schumann. (Note Change of Date.)
Publicity: Karl Bernstein, CI. 6-0427.
- Thursday
April 14 OPENING: "THE HONEYS" LONGACRE THEATRE, 220 WEST 48TH STREET
Cheryl Crawford will present the new Roald Dahl comedy starring Jessica
Tandy, Hume Cronyn and Dorothy Stickney. Settings: Ben Edwards.
Costumes: Motley. Publicity: Ben Washer, MU. 4-8088.
- Monday
April 18 OPENING: "ANKLES AWEIGH" MARK HELLINGER THEATRE, 237 W. 51ST ST.
Howard Hoyt-Fred F. Finklehoffe-Reginald Hammerstein will present a musical
by Guy Bolton and Eddie Davis. Music: Sammy Fain. Lyrics: Dan Shapiro.
Starring: Betty and Jane Kean, Sonny Tufts, Lew Parker. Director: Fred F.
Finklehoffe. Settings: George Jenkins. Costumes: Miles White. Choro-
graphy: Tony Charmoli. Publicity: George Ross, BR. 9-5906.